

## OPINION

# An editorial writer pleads to St. Nick

By STEVE GARDNER  
City Editor

Dear Santa:

All I want for Christmas is to be an experienced editorial writer.

This has been an interesting semester. Santa, I had never realized how irate someone can become when their views are opposed. The important things, the things I thought would get responses, never did. I only got one response to my gun control editorial and none in response to my support of the electoral college or on my attempt at humor with deer hunters. It can't be that people don't care about important issues, could it?

I didn't think freshmen would get mad—I knew they would. Some of the letters they wrote were hilariously well written. Santa, however, if I could have one other wish, I would wish people wouldn't call me at home to swear at me. I received about eight phone calls at home—six were against me, and two were favorable. One of them swore at me, and another one swore at my roommate. That just seems immature. I took the time to write my opinion; if it meant that much to them they should have taken the time to do so.

I wrote an editorial hoping to cast a favorable light on ASBYU, but made some major mistakes. I mentioned someone's name who never should have been brought up again. I apologize for that one, Santa. I also didn't explain myself very well in my criticism of one of this year's student government officers. They both sounded like cheap shots, and that wasn't intended.

The dance committee thought I was calling their dances "crummy." The letter was

intended for those who believed ASBYU was worthless and associated the word "dance" with the word "crummy." The dances aren't bad—they're fine.

ASBYU is a good organization and is led by good people. They make mistakes just like I do.

Some of my editorials did not run. That didn't bother me. I supported voluntary school prayer. It took a lot of time to form an opinion on that one, and when I finally did I was quite proud of my editorial. I still have that one.

I knew beforehand some of my articles would not run, like my review of the Elton John concert two months after the concert and a piece supporting the reelection of Ronald Reagan.

The criticism is sometimes fun. Someone said my handgun editorial was an "illogical piece of garbage." I think handguns are illogical pieces of garbage, even though I heard you're carrying one now in your sleigh. The letters to the editor about on-campus housing were fun. Writing the editorial was fun, too. Someone wondered if those pranks were ideas of mine—nope. I met a guy who dropped a bowling ball out of his window. I was there this year when a fire alarm was pulled, and jamming doors with pennies is an old one.

I have a confession to make. I've never lived in the dorms. BYU was always a place I figured on going to after my mission; therefore I never had the on-campus experience. I don't condemn those rowdy dorm residents for doing what they do, because had I been here as a freshman in 1980-81, I would have done the same stuff.

By the way, my apartment is clean, but I would agree that some off-campus apart-

ments look like Detroit did after the World Series.

If I could, Santa, I would give some tips to those interested in writing editorials.

1) Don't expect any letters supporting your arguments. People, in general, do not write letters until they have been attacked. Although I had many people tell me my editorial about on-campus housing was true, only one wrote a letter supporting off-campus housing, and that was after off-campus housing had been attacked.

2) Take your telephone number off the directory. The phone calls at midnight from people who have nothing more intelligent to say than "42" are not very gratifying.

3) Be ready to have people who think they know everything about everything come up to The Universe and talk to you for hours upon hours.

4) Learn how to explain to people you don't have time to discuss your editorial and that the best solution is to write a letter to the editor.

5) Before writing an editorial, make sure you've done your homework. The main reason there were some large mistakes in my ASBYU article was because of a lack of sufficient research.

I'd also like to add some other thoughts. 1) I don't think freshmen are less than human beings. That was an intended exaggeration to go along with the on-campus housing ads. Granted the dorms are a bit too rowdy for my taste, but freshmen are decent individuals, except for the ones who called me.

2) I do think dorms are all right for some people, just not for me nor for the majority of those who have advanced beyond 32 credits.

3) I think ASBYU is a good organization.

4) I think ASBYU dances are good.

5) I think Scott D. Pierce has the right to voice political opinions, even though he was the sports editor this semester. He knows more about politics, government and history than 99 percent of the students on this campus. He being sports editor does not mean he is uninformed on world matters.

6) I think Communications 521 (Opinion Writing) is a great class for anyone who wants to learn how to voice an opinion ethically. If nothing else, it gave us the chance to print editorials, and our gut feelings told us whether a certain part of a certain editorial should have been printed. I have actually felt real remorse for at least one thing I wrote this semester.

I do have one request from the editorial page editor, Rod Christiansen. Help him make it through the pile of letters to the editor so he can graduate. Poor guy. I caused him a lot of work.

I do have one more request, Santa. If you ever see ASBYU Organizations Greg Peyer having trouble starting his car, offer him a ride. He did that for me once; he deserves a favor in return.

Santa, these next four months, when I'm not here at BYU, I want to not forget the experiences I've had writing editorials here at the "Y." When I get back, make sure there are more things to write about. If you can, see if you can find people who will care about important issues, like the treasury department's new tax plan, our involvement in Nicaragua, Utah's expenditures, school prayer, the federal deficit and religion in politics.

Sincerely, — Steve Gardner  
P.S. Give Bryant Gumbel an honorary doctorate in foot eating.

## MONDAY EDITION

Brigham Young University

Provo, Utah

THE DAILY UNIVERSE

Vol. 38 No. 67 Monday, December 10, 1984



Universe photo by Doug Lind

Universe photo by George Frey







Visiting Santa Claus is but one of many activities available to the public in the Provo/Orem area. The Provo Area Chamber of Commerce and Downtown Provo Merchants Association are sponsoring several events some of which include a Christmas lighting contest and mime shows.

## Old-fashioned spirit displayed in Provo

By LISA REESE  
Universe Staff Writer

The old-fashioned spirit of Christmas in downtown Provo is seen in thousands of lights, sounds of carolers and the familiar sound of "ho, ho, ho" from the chubby man dressed in red.

The Provo Area Chamber of Commerce and Downtown Provo Merchants Association are sponsoring several festive events for this holiday season.

These activities vary from the extensive downtown lighting to musical numbers for local shoppers.

Pat Louder, the Provo Chamber's administrative assistant, said, "The Civic Improvement Division of the Chamber contributed money again this year to the city for the purchase of new lights and replacements for the annual lighting program."

The program was started several years ago when the Civic Improvement Division of the Chamber of Commerce began an effort to obtain lights to decorate the trees that were part of the city beautification project.

As stated in the Chamber's Old Fashioned Christmas Tabloid, "In 1983, the management of Provo Town Square decided to put similar lights on their commercial buildings, including the historic storefronts on Center Street and University Avenue."

"The city power department agreed to help with equipment to

string the lights, while Provo Town Square provided the labor force and materials."

As in past years, a candlelight procession was led to Tabernacle Park, and from there the lights were turned on for the first time this year.

For this year's Christmas festivities, Provo Town Square has added lights to two more buildings on Center Street, and the entire rear areas of the complex will be lit.

Another celebration of lights will be shown in an area-wide "Christmas Lighting Contest." This contest, which is sponsored by Provo Parks, is to encourage Christmas spirit throughout the community.

Another activity includes Christmas music being performed for downtown shoppers. Through the holiday season, the downtown Provo merchants will feature carolers, children's choirs, BYU performing groups, mime shows, string quartets and church choirs.

The double-decker British bus, which was bought last year by 10 local business people, is also adding to the area festivities.

This double-decker bus is a Bristol model "Isokaka" which is about a foot shorter than most British buses. Children may also take part in the Christmas celebration by entering a Santa Claus coloring contest. The winner will receive a \$25 shopping spree.

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## Holidays pose photography problems

By THE ASSOCIATED PRESS

Christmas is one of the best times of the year to capture snapshots of family and friends, but special lighting problems sometimes go with yuletide picture-taking.

The problem with shooting color photos of a lighted Christmas tree, the exterior of a home or a community nativity scene, for example, is often too little light. Snow scenes, on the other hand, can provide too much.

High-speed film offers a better solution than a flashbulb to the low illumination problem, according to many photography experts.

In these holiday scenes, the light is an important part of what you see, explains Robert Harris, professional photographer and instructor for Eastman Kodak Co.

"Flash often overwhelms or replaces the existing light and changes the picture. To avoid that change,


try a high-speed film such as Kodachrome VR 1000, which will allow you to take hand-held pictures without using flash."

However, brightly-lighted scenes in snow can sometimes fool automatic cameras because the exposure meters often "read" the light from the snow rather than the light actually on the main subject, he says.

"If you can set the exposure settings on your camera, overexpose slightly to compensate for the snow glare," Harris advises.

Since Christmas Eve is no time to discover a malfunctioning camera, the batteries that power the flash, automatic exposure and other film advances should be checked beforehand. Other tips to improve holiday snapshots:

— Keep an eye on the background of your pictures so candlesticks, Christmas trees and other objects don't appear to grow magically from your subject's head.



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## Scrooge was winner from start

On Christmas morning, 1843, a window flew up in the second-floor flat, and a lone tenant cried to a small boy, "What's today?"

"Today? Why, Christmas Day,"

"Christmas Day?" exclaimed the wan-cheeked, needle-nosed old man. "I haven't missed it after all."

At almost the same hour on that very same morning, a smiling young man leaned out to greet the postman. The morning mail brought the jubilant news that "A Christmas Carol," the ever-delightful chronicle of Scrooge's ghostly conversion, had sold out all 6,000 copies on its first day of publication, and a second and third edition were already on the presses.

At 51, with little formal schooling, but with "Pickwick Papers," "Oliver Twist," and "Old Curiosity Shop" already behind him, Charles Dickens was at the height of his creative powers.

"The Carol," as Dickens always referred to it, was written in less than a month to satisfy his creditors.

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# Students spread holiday cheer

## Service and giving bring the true spirit of Christmas

By JONATHAN ASKLE  
Universe Staff Writer

With "The World is our Campus" as its motto, BYU has a lot of good will to spread to its student body during this holiday season, and it seems to be doing just fine.

BYU's American Indian services has participated in a Christmas program annually for the past five years. William Kelly, assistant director of Indian Services, said, "We have been providing toys, food, clothing and all other types of gifts to Indian reservations for the past five years."

"The gifts are donated by different businesses and individuals in this area. We have given, scriptures valued between \$15 and \$17 to many Indian families," said Kelly. This year the Indian Christmas program will donate between \$5,000 and \$7,000 to needy Indian families in reservations across the United States.

This Christmas program has developed to the point that now the American Indian Services Department is receiving requests from as far away as South Dakota. Kelly said, "We received requests from reservations in Utah, Arizona, Idaho, Oklahoma and even from Rapid City, S.D."

"This year we have enclosed a Christmas script along with the other gifts. The script will help the Indians to put on a Christmas program with Joseph, Mary, the shepherds and everything," he said. "We want to see them get involved in the Christmas story and feel the true meaning of Christmas."

Kelly, who is from Hawaii, takes his wife and seven children on a tour of seven different Indian reservations during the holiday season to show the Indians how Christmas is celebrated in the Islands. "It shows my children the true spirit of Christmas and how important it is to give rather than receive," he said.

Another of the service-oriented projects at BYU during the holiday season is set up by the ASBYU Community Services Office. Trina Bates is the program director for the "Sub-for-Santa" project. Bates said, "Sub-for-Santa has two purposes: to help people who live in the Utah Valley community and to give the volunteers a feeling of joy that will

encourage them to want to serve for the rest of their lives."

Even though the United Way is in charge of the program, Sub-for-Santa is a tradition that has been at BYU for close to 50 years. Many students may not even know that the service project they did with their ward or home evening group was a part of the Sub-for-Santa program. "I would say 70 to 75 percent of the BYU students have participated in the program," said Bates.

This year 200 families will be given Christmas gifts that will meet their needs and wishes through the Sub-for-Santa project.

Bates said that the ASBYU Sub-for-Santa program will not accept volunteers after Friday. "Many of the students who want to participate travel home for Christmas, and so we set the signing-up deadline for Dec. 14."

The ASBYU Student Community Services Office has also initiated "Project Uplift," a service project aimed at LDS servicemen who may need a joyful bundle to lift their spirits while stationed abroad during the Christmas season.

Janet Treadwell, a sophomore majoring in medical technology, was in charge of Project Uplift this year. "Our goal this year was to make the packages more personalized by enclosing a cheery note and the return address of the sender," said Treadwell. In the past any thank you notes have been sent to the ASBYU Community Service Office.

"With the changes we have made, those who donate will reap the reward, rather than the office," said Treadwell.

This year there is an expected 100 percent increase in the number of packages over last year. "Our response has been fantastic. Approximately 200 to 250 students have participated in Project Uplift."

Project Uplift was started during the Vietnam war. The packages of non-perishable food and personal items are provided by volunteers, and the cost of mailing is provided by the ASBYU Community Services Office.

One of the service-oriented projects that come out of BYU originated with Lon J. Wallace, assistant professor of industrial education. Wallace,

who was the first faculty member to teach building construction at BYU, oversees the building of wooden toys for the benefit of the Primary Children's Hospital, in Salt Lake City.

"This is an annual event which we have done for 12 years," said Wallace. He instigates the project and builds 350 to 400 wooden toys with the help of the student chapters of the National Association of Home Builders of America and the Associated General Contractors of America.

"We gather scrap lumber from furniture stores or lumber yards or wherever we can. Everything is donated," said Wallace. "We had about 25 to 30 students involved in making the toys. Many of them even brought their girlfriends or wives, and they helped assemble and marked packages."

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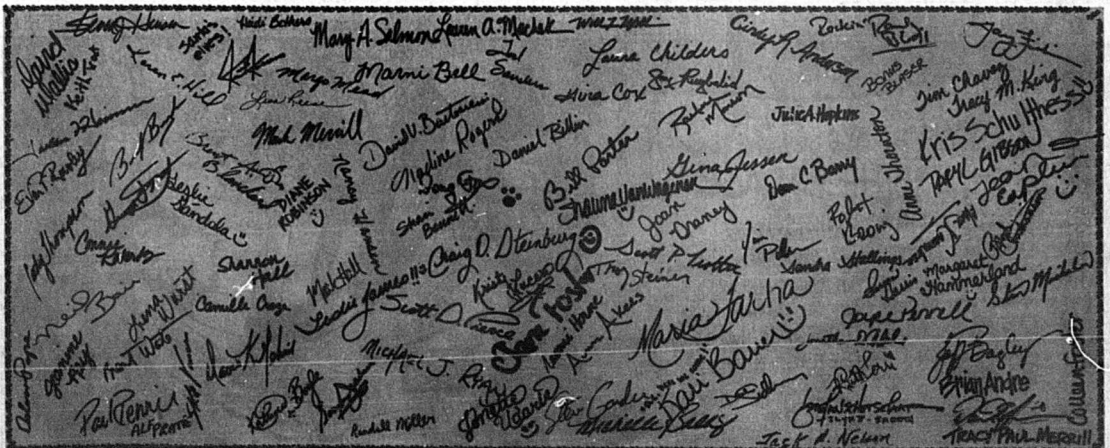
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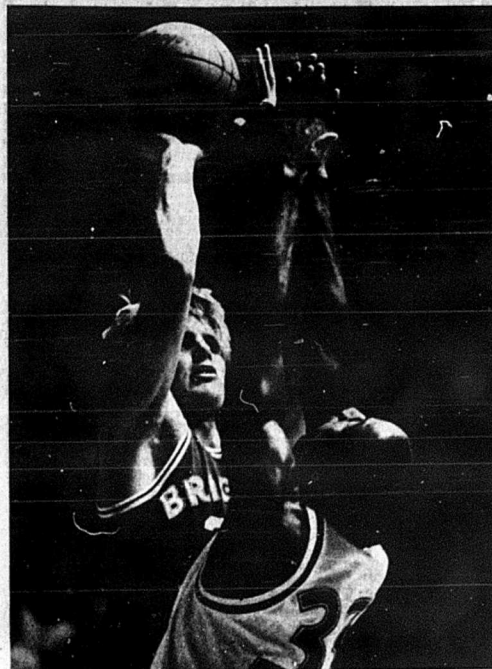
From Charles Schulz and The Daily Universe Gang





# SPORTS

## Wildcats whip Cougar cagers 87-79 with second-half spurt



Universe photo by Doug Lind  
Cougar forward Timo Saarelainen shoots over Weber State's Charles Carradine in action during Saturday's game in Ogden. Saarelainen scored 29 points in the contest but the Cougars dropped to a 1-3 record with a 87-79 loss.

By SCOTT D. PIERCE  
Sports Editor

OGDEN — For the third time in four games, lack of experience cost the BYU basketball team as the Cougars fell to Weber State 87-79. Leading 64-49 in the second half, BYU suddenly seemed to come apart. The Wildcats outscored the Cougars 12-5 in the next few minutes to take a 61-60 lead — a lead they never relinquished.

"I think we played a good ball game — it's just that we didn't play 40 minutes," said BYU senior forward Timo Saarelainen, who led all scorers with 29 points. "We played maybe 34 or 35 minutes of good basketball and another five or six minutes that we weren't so good."

"We lost it in the middle of the second half," said sophomore center

Tom Greeting, who ripped down half of BYU's 22 rebounds. "They got some uncontested shots and the momentum went their way."

As Weber State forged into the lead, BYU appeared to lose its composure. In addition to defensive breakdowns, the Cougars were forcing — and missing — outside shots.

"We just had five minutes when we broke down on defense," said senior guard Scott Sinek. "I got to the point that we had to foul and they just didn't miss."

Down the stretch, the Wildcats put on a free throw-shooting clinic. Weber State hit 20 of their last 22 attempts, putting the game out of reach.

Although the Wildcats came into the game as big favorites, the contest was extremely close until the five-

See LOSS on page 6

### Sutter signs with Braves

ATLANTA (AP) — The Atlanta Braves signed free agent Bruce Sutter to a six-year contract worth \$10 million.

Sutter, a 31-year-old right-hander who declared his free agency from the St. Louis Cardinals last November, said his former team is "very dear to me." He added that his choice might have been different if the Cardinals had used manager Whitey Herzog to negotiate with him.

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## There's reason for hope, but cagers are in trouble

### SPORTS LINE

Scott Pierce  
Sports Editor



Although the BYU basketball team has won only one of its first four games, there are some hopeful signs for the rest of the season. But unless some changes are made, the Cougars — and their fans — are in for a long year.

At the top of the "hopeful signs" list is the play of one veteran and several newcomers. Like Devin Durrant last year, veteran Timo Saarelainen is carrying more than his share of the load this season. Through four games, he's averaging 26 points.

Newcomers Alan Pollard, Andy Toolson, Tom Greeting and Jeff Chatman have all been pleasant surprises.

But unfortunately, it's difficult to figure out exactly what the heck BYU is doing. The only thing that appears certain is that Saarelainen and Scott Sinek will play most of the game — no matter how well they're performing.

Other than that, the Cougars look like they're playing musical chairs. Only four games into the 1984-85 season, it's already looking a lot like 1982-83.

In Frank Arnold's last year as BYU coach, half the action was players running on and off the court. Players complained of not knowing who they'd be teamed with from one minute to the next and confusion during the game.

See ANDERSEN on page 6



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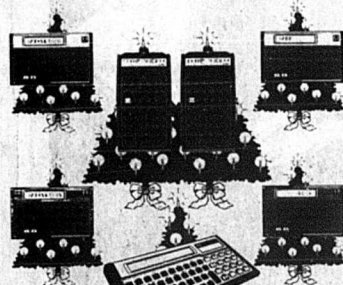
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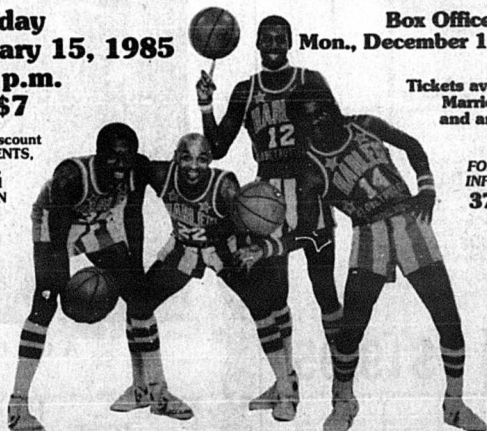
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# Andersen having trouble putting Cougars together

Continued from page 5

And this season seems particularly strange in the light of last year. On his first day as BYU coach, Ladd Andersen picked a starting five from players he'd never worked with before, and that group never changed until Mike Smith was forced out of the lineup with tonsillitis.

Even Andersen had to admit last February that he made a mistake in not starting Jim Usvetich earlier.

At the beginning of the year, Andersen planned to change from last year's inside game to a more balanced attack with the guards carrying more of the scoring load.

But after four games, the Cougars seem to be returning to the inside-inside game. And Saarelainen can't carry the load alone.

With a one-man scoring attack, you may be able to beat one decent team, but you'll never beat the really good teams. Just look at last season.

Could BYU beat Kentucky, UCLA, Georgetown or even Utah State?

If Andersen continues to go with the inside game to Saarelainen, the Cougars are in trouble.

Perhaps the most puzzling aspect of this year's team is Andersen's use of his guards. And there wouldn't be so much mystery if the coach didn't say one thing and do another.

Before the Utah State game, when asked about the play of veteran point guards Chris Nikchevich and Marty Perry, Andersen said he wasn't about to give up on his two returnees.

"I don't believe in destroying players' confidence," he said. "We won 20 games last year with those two guards on the court."

And yet, Nikchevich plays all of 3.8 minutes against Utah State and nine minutes against Weber State. Perry starts against the Aggies but plays less than half the game. The senior missed Saturday's game because of a bout with the flu, but

earlier in the week had been taken out of the starting lineup.

If that's not destroying the confidence of two players, I don't know what is.

Scott Sinek, who is an outstanding off-guard and probably the best defensive player in the league, looks uncomfortable and out of place at point guard. He's having trouble running the offense, and has hit only 10 of 25 field goal attempts in the last two games.

Sinek at point guard is more of a problem than a solution.

In all fairness, the Cougars have had an extraordinary run of bad luck with injuries and sickness, which hasn't helped the coach to get his team set for the season.

"I think we've just got to get well and then we'll be fine," Andersen said.

Unfortunately, it will take more than just good health to heal the Cougars' woes.

## Loss to Wildcats leaves Y cagers 1-3 this season

Continued from page 5

minute stretch in the last quarter of the game. Neither team led by more than four in the first half, and everyone on the court came away bruised.

"It did resemble a war most of the time," said Weber State coach Neil McCarthy. "There was very little zone defense out there — it was almost all man-to-man by both teams."

"It was a very physical, aggressive game."

One participant in the game seemed to be in imminent physical danger at the end of the first half — the referee.

McCarthy put on one of the better shows in the first half, ranting and raving, throwing water cups, and disputing nearly every call that went against the Wildcats. But after Scott Sinek hit a last-second jumper to give BYU a 37-35 lead at the half, McCarthy outdid himself.

In one of the worst displays of poor sportsmanship fans may ever see at the Division I level, McCarthy chased to official across the court into the tunnel, yelling as he went. Although the half had ended, the Weber coach was hit with a technical, and Sinek opened the second half by hitting one of two free throws.

But the fine example set by McCarthy seemed to have the desired effect. After spending the first half on the verge of hysteria much of the time, the coach remained relatively calm in the second period — and it appeared more of the calls were going the Wildcats' way.

The Wildcats were led by 7-foot-1 senior center Shawn Campbell, who scored 22 points and grabbed 11 rebounds. Campbell scored several of his points on well-executed alley-oop dunks, electrifying the crowd of 11,169.

Aaron McCarthy was a thorn in BYU's side all night. The coach's son

was a perfect 3-for-3 from the field and 2-for-2 from the line, dashed out nine assists and was in the lane most of the game.

Twenty-six of BYU's 79 points came from three freshmen — Andy Toolson with 12, Alan Pollard with eight and Jeff Chatman with six. Chatman, playing his first game as a Cougar, hit half of his six shots and pulled down two rebounds.

Despite the loss, BYU coach Ladd Andersen wasn't unhappy with his team's play.

"I thought it was the best overall game we've played this year," Andersen said. "We played 35 minutes of top-notch basketball."

Unfortunately for the Cougars, it was the other five minutes that hurt. BYU travels to the north again on Tuesday to take on Utah State for the second time this season. The Aggies handed the Cougars a 97-93 loss last week in the Marriott Center.

### BYU (79)

Saarelainen 10-15 5-15 29, Pollard 4-7 0-0 8, Sinek 4-11 2-9, Toolson 5-7 2-3 12, Webb 1-3 0-0 2, Nikchevich 1-3 3-4 5, Grelting 4-8 0-0 8, Chatman 3-6 0-0 8, Totals 22-58 15-24 78

### Weber State (87)

Worster 6-12 4-4 16, Carradine 4-6 7-9 15, S. Campbell 7-12 5-10 22, McCarthy 3-2 2-8, A. Campbell 1-3 1-2 3, Hagan 5-9 6-16, Nash 1-2 3, Thomas 2-2 0-0 4, Canyon 0-0 0-0 0, Beach 0-0 0-0 0, Tyler 0-0 0-0 0, Chrisman 0-0 0-0 0, Totals 29-52 29-52 87

Halftime — BYU 37, Weber State 35. Fouled out — Toolson. Rebounds — BYU 22, (Grelting 11), Weber State 34 (S. Campbell 11). Assists — BYU 19 (Sinek, Toolson, Webb 4), Weber State 23 (McCarthy 9). Total fouls — BYU 27, Weber State 22. Technicals — Weber State coach McCarthy. A — 11,169.

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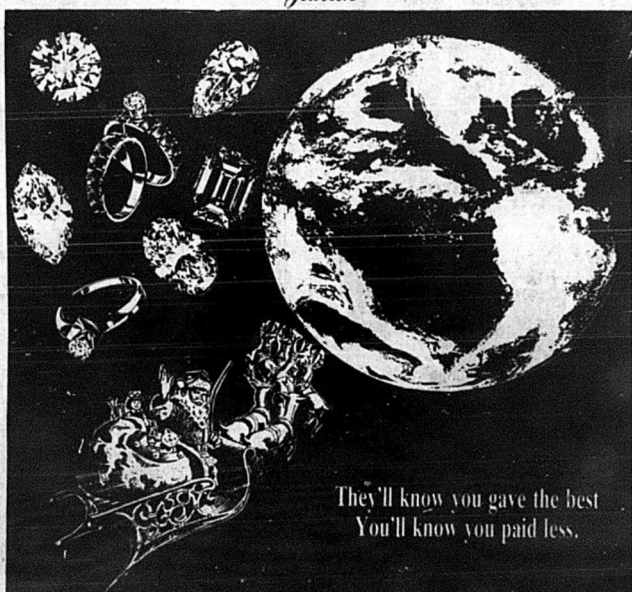
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# Redskins take NFC East lead

By THE ASSOCIATED PRESS

The Washington Redskins took sole possession of first place in the National Football League's NFC East Division with a 30-28 victory over the Dallas Cowboys Sunday while Eric Dickerson of the Los Angeles Rams broke O.J. Simpson's rushing record for a season.

With their big showdown victory over the Cowboys, the Redskins inched ahead of three rivals in the wild NFC East with a 10-5 record and dropped Dallas into a three-way tie

for second place with one game remaining for all in the regular season. The Cowboys fell to 8-5, the same record as the St. Louis Cardinals and the New York Giants. The Cardinals kept their playoff hopes alive with a 31-21 victory over the Giants.

The Redskins can win the title outright with a victory over St. Louis next Sunday. The Cowboys play at Miami on Monday night and the Giants host New Orleans on Saturday in their season finales.

Washington running back John Riggins, hospitalized with a bad back

six days ago, rushed for 111 yards, including a 1-yard smash for a fourth-quarter touchdown to key the Redskins' victory.

Meanwhile, Dickerson rushed past Simpson's NFL single-season record of 2,003 yards when he ran for 215 yards and scored twice as the Rams downed the Houston Oilers 27-15 and kept their postseason hopes alive. Dickerson, the second-year pro out of Southern Methodist, boosted his season total to 2,007. The Rams, 10-5, can gain a wild-card berth in the playoffs if they beat San Francisco next

week.

In Denver, Rich Karlis kicked three field goals, including a 28-yarder with 2:06 left, as the Denver Broncos snapped a two-game losing streak with a 16-13 victory over the San Diego Chargers.

The victory raised the Broncos' record to 12-3 and drew them into a first-place tie with Seattle, which bowed to Kansas City 34-7, in the AFC West. Denver will play its regular-season finale in Seattle on Saturday with the division title at stake.

## Salary factor in A's trade

HOUSTON (AP)—It was a trade that probably never would have been made for baseball reasons: Oakland A's outfielder Ricky Henderson to the New York Yankees.

In return for Henderson, the A's got unproven relief pitcher Jay Howell and four minor leaguers. But they also divested themselves of a \$1 million salary.

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## ASU drops women cagers

TEMPE, Ariz. (AP)—Junior guard Judy Rathbone converted two one-and-one free throw opportunities with a minute left to lift Arizona State to a 96-57 win over BYU and its fourth consecutive championship in the fifth annual Lady Sun Devils Dial Classic women's basketball tourney here Saturday night.

Colorado State's Lady Rams trounced Biola's Lady Eagles 78-38 in the consolation game.

BYU's Cougars led 41-40 at halftime and the lead see-sawed throughout the second half until the conversions by Rathbone, who finished with 22 points,

six rebounds and 13 assists.

Sophomore forward Robin Connolly led ASU with 24 points. Sophomore Sherry Poole had 18, while senior Beckie Smutana added 11 points and 12 rebounds.

BYU was paced by sophomore center Tresa Spaulding, with 23 points and 10 rebounds. Cindy Battistone added 22 points, Jill Coleman had 17 and Karen Hancock Beam added 14.

In the first round of the tournament, BYU trounced Colorado State 76-61 behind Spaulding's 19 points.

## Men gymnasts will take on Japanese team

The BYU men's gymnastics team will face some top competition Thursday at 7:30 p.m. in the Smith Fieldhouse when a Japanese all-star gymnastics team comes to BYU.

"I expect our gymnasts will be nervous because it's the first meet of the season," said BYU coach Wayne Young. "But the individual competition should be very good."

Top performances are expected from Wendell Wetzel in the floor exercise and high bar, Robert Allen and Bob Chausaw in the pommel horse, John Innocenti in the still rings and Bob Gauthier in the parallel bars, high bars and floor exercise.

Gauthier and Allen will be competing in all-around for the Cougars with Gauthier expected to have a good shot at the individual title.

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# Jazz waive John Drew for violating regulations

SALT LAKE CITY (AP) — The Utah Jazz announced Saturday it had placed veteran forward John Drew on waivers two days after he was suspended indefinitely for violating team regulations.

The Jazz have arranged for Drew to enter a drug treatment facility under the auspices of the National Basketball Association, team President David Checketts said in a written statement.

The action came two days after Drew was placed on indefinite suspension for violating team regulations. The suspension stemmed from Drew's failure to report to a team practice in the Oakland area during a road trip earlier this week. Drew was sent home early from the road trip, but team officials have refused to comment further on the incident.

Checketts said Drew's contract with the Jazz will be terminated Monday at 11 a.m. If no other NBA team picks up Drew, who has been averaging 16.2 points per game as a reserve forward this season.

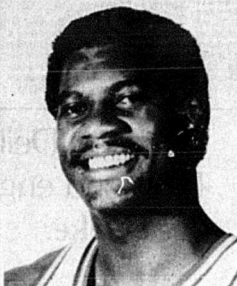
The 6-foot-6 Drew underwent eight

weeks of drug rehabilitation at a Maryland clinic two years ago after spending what he called five years as a cocaine abuser.

Team officials have said after Drew failed to arrive for the Oakland practice that they were concerned he had fallen back into drug use, but since have refused to elaborate.

Under the NBA's drug policy, any player convicted or pleading guilty to distributing heroin or cocaine, or found through testing to have used the drugs, is barred from the league for life. Players who voluntarily come forward, as Drew did in 1982, are suspended with pay and receive club-funded rehabilitative treatment. The second time a player comes forward, he is suspended without pay and given treatment.

Drew, a two-time NBA all-star, was obtained by the Jazz from the Atlanta Hawks in 1982. During the 1983-84 season he was instrumental in the club's first-ever appearance in the NBA playoffs, averaging 17.7 points per game as the team's sixth man.



JOHN DREW

# Jazz preserve halftime lead to slip by KC Kings 123-120

LAS VEGAS, Nev. (AP) — Reserve center Billy Paultz sank a free throw with six seconds on the clock to preserve a 123-120 National Basketball Association victory for the Utah Jazz over the Kansas City Kings Sunday night.

The Jazz led by as much as 23 points in the first half and were up 72-51 at intermission, but watched their lead dwindle to two points late in the fourth quarter.

Larry Drew canned a three-pointer with three seconds left to pull the Kings within two, 122-120, before Mark Oberlander fouled Paultz.

Paultz missed the first of two shots, then hit the second to assure the Jazz their 11th victory of the season against 11 losses.

Adrian Dantley passed Utah with 38 points, while Darrell Griffith and Thurl Bailey added 24 each.

Former University of Nevada-Las Vegas star Reggie Theus led the Kings with 29, including 22 in the second half, as he returned to Las Vegas for the second time as a member of the Kings.

"This was good for the crowd, good for the people listening on radio or watching TV. They probably turned it off with us about," Layden said. "But you can't do that in the NBA."

"The rules make it possible for a team to come

back on you. You can always come back in the NBA."

Kings Coach Phil Johnson, formerly Layden's assistant at Utah, said Kansas City played well the second half, but, "Unfortunately, you have to play a basketball game for 48 minutes."

"I think we came out and played the worst we have since I became coach."

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# Cards' hopes still alive as NFL enters last week

The St. Louis Cardinals, with a divisional showdown victory over the New York Giants, stayed alive in the four-team NFC East race, while the Pittsburgh Steelers and Cincinnati Bengals also won Sunday to keep the AFC Central a down-to-the-wire race as well.

Neil Lomax threw three touchdown passes and Oren Anderson ran 12 yards in the fourth quarter for the tie-breaking score as the Cardinals beat the Giants 31-21. The result left both teams with 9-6 records with only one weekend left in the regular National Football League season.

In Pittsburgh, Gary Anderson kicked a 34-yard field goal with five seconds remaining, giving the Steelers a 28-20 victory over the Cleveland Browns and maintaining the Steelers' one-game lead over Cincinnati in the AFC Central division.

Ken Anderson got his first action in a month and threw for 191 yards and two touchdowns to keep the Bengals' playoff hopes alive with a 24-21 victory over the New Orleans Saints.

Meanwhile, the Philadelphia Eagles beat New England 27-17 to eliminate the Patriots from playoff contention in the AFC East and at the same time handed a wild-card berth to the defending Super Bowl champion Los Angeles Raiders. The Raiders play at Detroit in the Monday night game.

In a shocker, the Kansas City Chiefs swamped the Seattle Seahawks 34-7 and upset a playoff-bound team for the second week in a row. The Chiefs beat Denver last week.

In other action, the AFC East champion Miami Dolphins defeated the Indianapolis Colts 34-17, the

Green Bay Packers beat the Chicago Bears 20-14 and the Tampa Bay Buccaneers trimmed the Atlanta Falcons 32-6.

In games Saturday, the San Francisco 49ers crushed the Minnesota Vikings 51-7 behind Joe Montana's three touchdown passes and the New York Jets beat the Buffalo Bills 21-17 on Tony Pappa's 3-yard TD run in the fourth period.

The Eagles, who scored three touchdowns running all season, picked up three Sunday on two short sweeps by quarterback Joe Pisarcik and a 10-yard dash by Wilbert Montgomery in their victory over the Patriots.

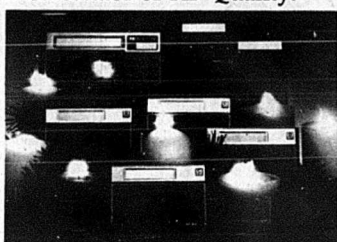
Bill Kenney's passes shredded the Seattle defense for 312 yards as the revenge-minded Chiefs routed the Seahawks, who have already clinched a wild-card berth in the AFC West.

The Dolphins spotted Indianapolis a surprising 10-point halftime lead, then bore down on the Colts with four second-half touchdown passes by quarterback Dan Marino, who finished the game with 404 yards passing.

Third-string quarterback Rich Campbell's 43-yard touchdown pass to Phil Epps with 34 seconds remaining lifted the Packers over the Bears, all but killing Chicago's hopes of a home-field advantage in the playoffs.

Tampa Bay's James Wilder became the seventh man in NFL history to amass more than 2,000 total yards in a season, rushing for 125 yards and one touchdown to lead the Buccaneers over the Falcons.

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# Harkness, Craig win first annual Cougar Mixer tennis tourney

A new wrinkle was added to the BYU tennis calendar Friday with the first annual Cougar Mixer, a round-robin, mixed-doubles event featuring players from the BYU men's and women's teams.

Dave Harkness and Leslie Craig collected the winners' trophies by defeating Mike Codigan and Lynn Henderson 8-4 in the championship match.

BYU coaches Ann Valentine and Larry Hall said the mixer was played with such intensity and enthusiasm that it would be placed on their yearly schedules.

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# Volleyballers spiked by Aztecs

Cougar comeback fails as SDSU wins match in 5 games

By SKIP VANCE  
Universe Sports Writer

After splitting the first four games of the match, the BYU men's volleyball team fell to San Diego State 15-13 in the fifth game Friday night.

BYU jumped out to an early lead in the first game, leading the Aztecs 6-2. The Cougars showed signs of good serving and hit two aces while tallying six quick points.

The Aztecs, however, whittled the lead down to 6-4 before completely turning the tide on the Cougars. SDSU scored four straight points, taking the lead 6-8.

BYU tied the game at nine and then took the lead at 11-9 on some good spikes by BYU's Jim Brinton. The game traded hands again with SDSU taking a 12-14 lead.

With SDSU needing one more point to win, BYU fought back to a 14-14 tie but was unable to stop the Aztec's serves as SDSU won the game 14-16.

In game two BYU was no match for the Aztecs. SDSU came out smoking to a commanding 6-1 lead against the Cougars. BYU was able to pick themselves up and make the game close by scoring three unanswered points, making the game 6-4.

But an inability to get serves over the net and capitalize on the one that did go over, four points were all the Cougars could score in the entire game and fell to SDSU 15-4.

"We started off real nervous," said BYU coach Tom Peterson.

In the third game, BYU was facing a must-win situation to stay alive in the match. BYU jumped out to a 5-1 lead and appeared to be in command.

However, the Cougars could not hold on to the lead as the black cloud of not capitalizing on serves cast a pall over them. SDSU scored four unanswered points on good offensive play bringing the score to 5-4.

The Aztecs took the lead in the game at 7-9, and BYU picked away at the score and tied it at nine, but could not take the lead and fell again to 9-11. BYU's Kent Smith brought the Cougars back into the game with an excellent spike and good offensive play to help the team tie the game at 12-12.

With the game tied and BYU serving, Brad Hammer scored on a spike, giving the Cougars a one point lead. Still serving, BYU blocked two SDSU shots and won the game 13-12.

BYU surged into the fourth game and jumped on every scoring opportunity, pulling out an 8-1 lead. With good offensive play from Brinton, Smith and

Leo Durkin, BYU kept a strong lead over the Aztecs. The closest SDSU got to BYU was 11-4 before being annihilated 15-5—taking the match to a fifth and final game.

Just when things looked good for the Cougars, the plaque struck again as they were unable to score and watched SDSU score five straight to take the lead 7-8.

At that point the game was back and forth in score and was tied up three different times. With the score 10-12 it looked as if BYU was going to make a comeback as Durkin score twice, once on a spike and once on a dunk. However, with the score 12-12 late struck again and left BYU with a 13-15 loss to the Aztecs in the final game.

The Cougars are now 0-2 this season.

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Universe photo by Rob McCaskill  
ABYU volleyball player attempts to spike the ball past two San Diego State defenders during a match in the Smith Fieldhouse Friday. The Cougar spikers stayed with the Aztecs most of the evening but dropped a 15-13 decision in the fifth and deciding game to lose the match.

## Y gymnasts set school point record

The BYU women's gymnastics team set a school record with 180.7 points in defeating Boise State on Saturday in the first meet of the season for both schools. The Bronco gymnasts scored 172.5 points.

"We've been flirting with 180 points for two years now," said BYU coach Rodney Hill. "This was an extremely good opening meet for us. Everyone scored points for us, and we had nines in each event."

Cougar freshman Gina Hansen won both the free exercise and all-around events and placed second in vaulting.

"Gina had the only full of the day and still scored 8.9 on the beam," Hill said. "Without the fall, she would have been 9.4 or 9.5."

BYU's Jill Johnston placed third in the uneven bars, balance beam and all-around.

"This was Jill's best collegiate meet," Hill said. "She was especially good on the floor."

Kim Peterson placed first in the vault and Linda Lee took honors on the balance beam.

Despite the Cougars' fine showing, Hill expects still better things later this season.

"We haven't begun to scratch the surface yet with what we can do," he said.

## Henderson signs five-year deal with New York

HOUSTON (AP) — The New York Yankees announced Saturday they had completed a trade for outfielder Rickey Henderson of the Oakland A's, making the Yankees one of the big winners in baseball's 1984 winter meetings.

The multi-player trade actually was proposed Wednesday, but was completed Saturday only after New York agreed on a contract with Henderson.

Terms were not announced, but it was believed to be a no-trade, five-year deal worth more than \$8.75 million with major portions deferred over 20 to 30 years.

In exchange for Henderson, minor league pitcher Bert Bradley and cash, the Yankees will send to Oakland pitchers Jay Howell, Jose Rijo, Eric Funk and Tim Lincecum and outfielder Stan Javier.

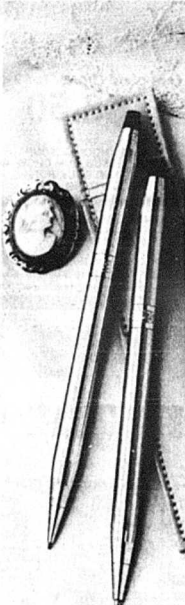
"Rickey Henderson is a player of tremendous charisma and excitement," Yankees owner George Steinbrenner said in a statement. "He will really turn on our great New York Yankee fans, and we are really eager to put him in the lineup with our other players so he can do just that."

"It boiled down to business and what was best for both teams," said Henderson, 26, who set a major league record with 130 stolen bases in 1982.

Last season, Henderson batted .293 with 16 home runs, 58 runs batted in and 66 stolen bases.

The acquisition of Howell then allowed the A's to send ace reliever Bill Casaday to the Toronto Blue Jays in return for shortstop Alfredo Griffin, outfielder Dave Collins and cash.

"If Henderson deal had not gone through, we were going to try to reopen negotiations with the A's anyway," said Toronto General Manager Pat Gillick.



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# Students today aware of job market

By KAREN E. HILL  
Universe Staff Writer

Students today are well aware of the job market and their place in it after graduation, said Wayne Hansen, director of the Placement Center.

"Of the average graduating class, 25 percent go on to graduate school, 5 percent to 10 percent don't pursue their career for a variety of reasons, but 60 percent to 65 percent go directly into the job market," he said.

"Most students make wise choices when they decide on a major, but every year we have several hundred come into the center to make changes," he said.

Hansen added many of the students have lived away from home, been on missions or have traveled and know about the job market in other areas. This helps them when they make their career decision.

Technical majors such as engineering or computer programming need to be decided on early. "If they don't decide quickly they end up taking five or six years to graduate," said Hansen.

According to Mary Lee Alkire, assistant director of the undergraduate business and education section of the Information Center at the University of Utah, most students realize jobs do not pay as much in Utah as in other parts of the country. "The pay isn't as much, but often the cost of living is also less. This compensates for low pay," she said.

Alkire added that students in the arts and humanities often feel they have plenty of time to decide on their major. "Sometimes they have more options than the technical majors."

Students should understand the need for experience in their career, said Hansen. Employment is always easier, and the amount of pay increases more quickly if the graduate has some experience in the field.

"If the entry level pay seems low, an applicant should ask about the opportunities for raises," said Alkire. Often, the pay increases quickly once the employer has had a chance to see how the new graduate handles his responsibilities.

## Nation's most famous tree boasts up to 10,000 lights

NEW YORK (AP) — Christmas trees come in all shapes and sizes, but not many can boast up to 10,000 lights, miles of wiring, some 2.5 million spectators and dedications featuring singers ranging from barbershop quartets to Metropolitan Opera stars.

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television, and the Rockefeller Center Christmas tree becomes one of the nation's most famous traditions.

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This year's tree — a 75-foot-tall Norway

spruce — comes from Far Hills, N.J., and will be festooned with some 10 miles of lights, according to a Rockefeller Center spokesman.

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## Christmas can bring unnecessary stress

By KAREN E. HILL  
Universe Staff Writer

The crisp morning air is filled with the squeals of happy children as they tear their way through a mountain of brightly wrapped gifts. It is Christmas morning.

Loving parents watch with happy hearts as all their efforts bear the fruits of a perfect Christmas. This joyful spirit is carried throughout the day as friends and family meet, exchange gifts and consume enormous amounts of food and drink.

Even strangers on the street are filled with the Christmas spirit. People greet each other with smiles and expressions such as "Merry Christmas."

Decorations, gift giving and family gatherings are the marks of the Christmas season, but for many, Christmas is not a happy time. People feel angry, frustrated or depressed because they are alone, too pressured or financially stressed due to unrealistic expectations of Christmas.

Christmas blues can turn this exciting season into an empty span of depression, fatigue, sleeplessness and anxiety.

The depression can strike almost every age group and situation. The elderly suffer from it, as do overworked homemakers, breadwinners and children.

Dr. Allen Jeppson, psychologist at the University of Utah, said depression at Christmas is not age related but generally strikes single people harder than others.

Many young adults are separated from loved ones during the holidays. They often feel left out of the excitement of the family-oriented season, he said.

Single parents also feel great frustrations when they can't provide the wealth of gifts that the advertisers insist children must have, added Jeppson.

Bette Johnson, a worker at Utah Social Services in Salt Lake City, said, "The number one problem is unrealistic expectations." The poor of the state have trouble providing food and warmth for their children. They see the things television promotes and know they can't provide special Christmas dinners or gifts, said Johnson. Because of the frustration this causes, child abuse goes up at Christmas, she added.

Driven by the idea that she must provide a "perfect Christmas," many

homemakers become depressed and exhausted, said Johnson. The breadwinner in the family wears himself out trying to provide all the gifts he feels are necessary to show his love for his family.

Overindulging is another cause of depression. Too many spend a good part of the New Year paying for the gifts they gave, said Jeppson.

Excesses in eating or drinking also come with the depression. "Too often Christmas spirituality is lost in the scramble of gifts and entertainment," said Jeppson.

Even children become depressed when their Christmas expectations are not met, added Jeppson. If they expect an outrageous amount of gifts and don't get them, children often feel depressed after Christmas.

Many people just wait the season out, hoping it will be over soon. Jeppson said, "There are ways to overcome the Christmas depression if you are aware of the problem and prepare ahead."

He suggested several ways to make Christmas merrier. "First," he said, "try to remember the real meaning of Christmas and take the emphasis off the commercial aspects."

The gift of time could do much to lift the spirits of the lonely, aged or sick at Christmas time, Jeppson said. "Rather than spend the time alone, a single person can extend his hand to friends and olden family."

Single adults should take the time to make the day more meaningful, said Jeppson. Arrange a party with friends, give yourself a special treat or become involved in a charity, he suggested.

"Parents should try and keep their children's expectations of Christmas within reason."

Jeppson also recommended spreading the gifts out over several days. "Massive gift giving only results in a let down when the presents are all opened," said Jeppson. Gifts from grandparents or other relatives could be given in the days following Christmas as the family visits.

To save money, ideas that are low in cost but high in time expenditure should be developed, said Jeppson. Taking a drive to see the Christmas lights or going caroling are enjoyable family activities.

"Christmas blues can be reduced if people would keep the season in the proper perspective and plan ahead to avoid problems," said Jeppson.

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# Notes for the old whitebeard

As finals are upon us, many students are looking forward to the holiday break. The crispness in the air, the scent of wassail coming from the kitchen and the songs of carolers are reminders of Christmas.

For a time students and faculty will be able to put away the books, the lessons, the projects and the pencils—well, they may want to write one last paper. To many, a letter to Santa is as much a part of Christmas as decorating the tree. The Daily Universe obtained some of those letters.

**Dear Santa,**  
We try to be your good helpers at Christmas-time and have plenty of stock in those items people need for gift giving (well, we do try). But— we have a Christmas list too:

1. The Text Department wants a crystal ball (you know, Santa, so they won't ever run out of a text for a class again).
2. Accounting is asking for a 1985 of no bad checks.

3. The Photo Shop is asking you to give everyone on campus a roll of film to record Christmas memories. (Presumably you would give them the film, and, of course, it would need developing and printing.)
4. School Supplies is asking you to give two Holiday Bowl tickets to the faculty members who turned in their request forms for school art, and engineering supplies on time.

5. And General Book hopes you give everyone that wonderfully green gift this year— money! to buy books, of course.

Well, Santa, that's our list and while it may not be the most altruistic, we hope you'll accept it in the spirit it's written. The one wish, however, that does sincerely come from our collective 300 hearts is that joy and peace of the Christmas season will be in our lives all year long.

Love always, Santa,  
BYU BOOKSTORE

**Dear Santa,**  
This year all I want for Christmas is peace and quiet in the library. And please replace the books destroyed last year by the silverfish— silverfish which are attracted by the food students bring into the library.

Sincerely,  
Sterling Albrecht  
University Librarian

**Dear Santa,**  
We wish that each of our 217,093 alumni has a Merry Christmas and a Happy New Year.

Sincerely,  
Alumni Association

**Dear Santa:**  
Since we journalists are a skeptical breed, I shouldn't write this letter until I've checked your credibility with my sources. But, there's nothing to lose, so here's the list:

- A bugging system on ASBYU's fourth floor so we can find out what's really happening.
- A #1 football team every year (it sells advertising).

- Readers who will understand the satire on the editorial page (no, the Bookstore did not ban Miss Piggy).
- A sports editor who can double as a political writer.

- Nachos in the Cougarcat that don't get soggy by the time I reach the newsroom.
- A red-tapeless administration that won't continue a "no comment" policy with its best information outlet.

- Coherent letters to the editor, even from the freshmen.

If you can do all that, Santa, then I'll really believe.

Anne K. Thornton  
Editorial Daily Universe

**Dear Santa Claus,**  
My list to you follows. (Don't bring these things down through the chimney though!)

1. An office in Hawaii.
2. Sixteen fewer bosses/advisers.
3. Positive "letters to the editor."
4. Better looking assistants.
5. Early retirement with pay. (How about Jan. 1, 1985?)

6. Drive-up Hamburger and Fries Service in the Cougarcat, since Drive-ups are so fashionable.
7. Neon illuminated Dairy Store sign that can be seen from Las Vegas.
8. Christmas bonus and a bone for my dog.

9. No more Budget reports.
10. Shorter meetings.

Sam Brooks  
Director of Food Services

**Dear Santa,**  
Our request for Christmas is 50 million new parking citations and "speed-writer" pens for the traffic officers.

Sincerely,  
University Police

**Dear Santa,**  
We, at Physical Plant, only have a couple of "small" Christmas wishes:

- First, we would like to change the equator line 20 degrees North, to eliminate all of our heating problems.
- Second, we would like a ban on snow until at least July 15, and then, of course, it would be too warm to snow.

- Last of all, but most important, we wish the computer would "accidentally" make an error and transfer all physical plant funds to our payroll checks— "accidentally" on purpose. Since we are always transferring funds, this error should be quite easy to arrange.

Merry Christmas, Santa!  
The Physical Plant Department  
Harold Anderson, Director

**Dear Santa**  
Please send Bryant Gumble a BYU No. 1 sweat-shirt and have him wear it on the 21st of December.

Thanks,  
Rob Miller, ASBYU President

## Fruitcake is a perfect gift for the holidays

CLAXTON, Ga. (AP)—Fruitcake has become a part of America's Christmas celebration, symbolizing fellowship and high spirits.

"There's a holiday connotation," says Albert Parker, president of Claxton Bakery Inc. "People give gifts, and fruitcake is a perfect gift item."

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## Day after Christmas means 'Boxing Day' for Canadians

By KAREN E. HILL  
Universe Staff Writer

It's the day after Christmas, and all through the house not a creature is stirring, cause everyone's stuffed. The kids are all playing among their new toys. Dad's watching TV, and Mom rests from her chores.

Dec. 26, in Utah and the rest of the states, is another working day, or it is a day to relax and do as little as possible. In Canada and England the day after Christmas is Boxing Day.

Boxing Day is an English holiday that was started when the English nobility gave gifts to servants for their efforts during the holiday season. Later, the gifts were given to mailmen, paper boys and other service people. Eileen Styles, a Canadian in Salt Lake City on a genealogical mission with her husband, said the tradition was brought to Canada and is celebrated today.

"On Christmas Day, everyone in Canada probably stays home, but on Boxing Day they try to visit all their friends and family," said Styles. Sometimes the day is spent watching sports, but even that is done together, she added.

"It is a very nice, extra day to recover from the excesses of Christmas and enjoy friends at the same time."

Because of the variety of ethnic groups moving into Canada, the day is losing some of its meaning,

but the holiday is still observed nationally by closing banks and post offices, she said.

Some families use this day to remember their family heritage. Anne Jack, a nurse in Vancouver, B.C., said her family gets together on Boxing Day to have a Danish Christmas dinner.

"On Christmas Day we stay home with the kids, but on Boxing Day everyone in the family gets together at our brother's house," she said. They have a Danish open-face sandwich buffet. "We try to get pickled herring, Danish rolled ham, Danish pastry and serve it just like they do in Denmark, including Danish flags on the table," said Jack.

Jack's parents emigrated to Canada from Denmark and are both dead now, so the children try to remember the special things their family did when they were young. She said Boxing Day is the perfect day to do this. Most employers don't require anyone to work so families can use the day to visit.

"If people don't have family, I think they often invite friends over for the day," she said. When her parents were alive, they had an open-house party every Boxing Day because all their family was still in Denmark.

"Mom would cook for two weeks before Christmas so she would be ready," Jack added. Starting early on Boxing Day, people would begin arriving. They would bring their children to see the families' gifts while the adults ate and visited. This would go on all day.


## 1st graders celebrate Pickle Day

ROSWELL, Ga. (AP)—No matter their cultural backgrounds, Rhonda Nachamkin's first-grade students don't have to watch out not cry and not pout because St. Nick's coming to town.

"We have so many different religious backgrounds in our school, and it is hard to cover every one, so we have come up with our own holiday," said Nachamkin, who teaches at Esther Jackson Elementary School.

Thus, Pickle Day. To prepare for the Dec. 29 holiday — this is the third — students read books about pickles, the pickle math (20 pickles minus 11 pickles is how many pickles?), write pickle stories.

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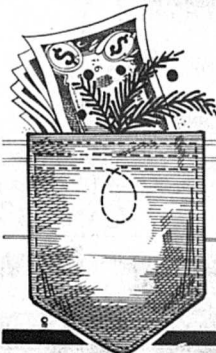
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## R E G I S T R A T I O N B Y P H O N E

# Yule traditions — Holland style

By JONATHAN AIKEL  
Universe Staff Writer

Her life is as full as anyone's could possibly be — as the mother of three children, wife of BYU's president and first counselor in the Church of Jesus Christ of Latter-day Saints General Young Women's Presidency, Patricia Terry Holland still finds time for Christmas shopping.

Sister Holland, the native of a small farm in Enterprise, Utah, once dreamed of being a concert pianist, even to the point of studying under a member of the faculty at the Juilliard School of Music in New York City, but she gave it up for a more important career.



Universe photo by Steve Fiedel  
Sister Patricia Holland discusses what Christmas is to her family and shares some of her traditions at this yule time.

"I never even dreamed of the life I have now, but I'm certainly not disappointed with it," said Sister Holland. Becoming a professional musician became less attractive as her dreams changed to that of being a wife and mother.

"My philosophy is that marriage is full time. I'm happier now than I would have been had I chosen music as a career," she said.

Sister Holland expressed what her and her family's idea of Christmas is. "I think the spirit of Christmas should be in our hearts throughout the whole year. This is what we try to teach our children."

With her many activities, Sister Holland makes time to spend with her three children. Her position

in the Young Women's presidency requires her to commute to Salt Lake City three or four days a week and travel out of town once or twice a month. When she does travel to Salt Lake City she drops her children off at school on the way and is usually home when they come home from school.

She said, "We agreed each time I had to leave the family for a week to fly off to a conference or meeting, I would take one of the children with me. This would make them look forward to the trips instead of feeling bad because I had to leave." The cost for the family to travel along is at the expense of the Hollands.

"Christmas is family, home and hearth," she said. "My husband and I work very hard to make it a reflective time, a giving time and a strengthening time. People should not feel guilty because they haven't given of themselves during the year, but should reflect on all the good they have done, the service they have rendered and the commitment they have made to others. It is a time to set new goals and make new commitments in the areas we need to improve, both in personal and public ways."

"We try to make these same kind of commitments other times than just Christmas," said Sister Holland. "The past three family home evenings have been spent discussing just what matters most, where our values are and how we can have true joy." What matters most to the Hollands is charity. "To experience true growth one needs to love and be loved for if he have not charity he is nothing."

On Christmas Eve the Hollands have a traditional Christmas meal. "One year my husband and I dressed up, we had our finest crystal, nicest china and silverware, and told the children we had some very important guests coming," she said. "When was time for dinner, my husband took them outside and brought them in the front door. I greeted them and said, 'You are our most important guests.'"

On Christmas morning the Holland children congregate in the parents' room and encourage Mom

and Dad to get the day going. "We always begin the day with a family prayer, which my husband always offers," said Sister Holland. "We want to make sure Christmas Day is Christ-oriented."

The Hollands have another tradition on Christmas day. After they give each member of the family a Christmas present, they also give a second gift to each other which has little or no monetary value. The second gift must have some special meaning between the receiver and the giver. Often the second gift is just a poem or handmade card. "These presents are saved to be opened last and are usually the most meaningful," said Sister Holland.

Another of the Holland Christmas traditions began when they lived in Connecticut. Sister Holland said, "I remember, finances were limited and even though we had a tree we did not have the ornaments. I made gingerbread cookies and we used them as our ornaments." From that year on it has been one of their traditions.

This year because of her busy schedule Sister Holland suggested to her family they have someone else make the cookies for them. "They said to me, 'Christmas just wouldn't be Christmas if we don't have the smell of gingerbread cookies throughout the house.' It is something we always have."

"We feel very strongly that the family tradition of gingerbread cookies will continue as a tradition in our family."

## Kids may get computers from St. Nick

Santa's sack may have an unusual gift for the toddler of the house this Christmas — a micro-computer.

And what can a 3-year-old learn from a computer?

According to some experts, a preschooler probably can make as much use of a special home software program as a high school senior or college student.

Industry sources say the number of software programs available for children of all ages has nearly quadrupled since last Christmas, and the problem for parents is deciding where to begin and what to look for. There are pitfalls to be avoided.

"Don't rush your preschooler" is one bit of advice heard frequently.

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## Special care needed when sending gifts at Christmas

WASHINGTON (AP) — Thousands of gifts, purchased lovingly and sent with the best wishes, inundate the mails at Christmas time — and a little extra care can help assure their safe arrival.

The U.S. Postal Service reports that fiber-board boxes are usually strong enough for most gift parcels, at least up to 25 pounds. Most good boxes have a weight certification printed on the bottom telling the weight limit for that box.

Other containers may also be acceptable, such as wooden and paper-board boxes, metal cans, mailing tubes and even reinforced bags.

Whatever container is used, there should be enough extra room for padding around the contents, but not so much room as to permit shifting or juggling of the contents.

Liquids and powders in particular should be packed in double, leak-proof containers, the Postal Service says.

Cushioning is important in a package to keep the contents from banging against one another. Good choices for this job include those peanut-shaped polystyrene puffs, crushed or shredded newspapers, sheets of bubble plastic and fiberboard inserts.

If the box itself is solid, postal officials prefer that outside wrapping be omitted, although paper can be used if it is about the same strength as a grocery bag.

The parcel should be closed with filament-reinforced tape, which is also good to use as reinforcing in several directions around the parcel. Twine and cord are permitted, but the post office tries to discourage their use because they tend to get caught in mail processing equipment.

Obviously the parcel should be clearly addressed, including the zip code of both sender and recipient. Postal officials also suggest including a slip of paper inside with the recipient's name and address, in case the outside label gets damaged. That slip can also list the contents of the parcel.

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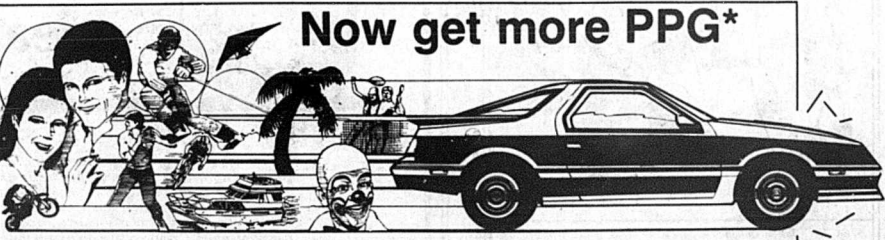
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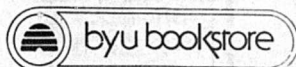
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# Christmas observed in Israel

Small minority of Christians celebrate holiday

By TIM CHAVEZ  
Universe Staff Writer

Christmas in the Holy Land. For many Christians in Jerusalem, Christ's birthday is a time of homage and almost subdued festivity, as their ranks total a small minority in the land of the Bible. Only in Nazareth and Bethlehem can decorated Christmas trees, Santa Claus or artificially frosted windows be seen.

Israel, which gained control of all of the Holy Land during the 1967 Arab-Israeli war, is dominated by Jews and Moslems. With a population of 400,000, Jerusalem is home to only 12,500 Christians. The Christian community is divided into more than 35 denominations, many of which are in long-standing conflict with each other over privileges in Christendom's holy shrines, which is a measure of power and prestige.

Most Christians in the Middle East belong to Eastern Orthodox churches, which split from Rome during the fifth century. "These churches follow the Julian calendar and celebrate Christmas on Jan. 7," said Ehab Abunuwara, a sophomore from Nazareth majoring in psychology.

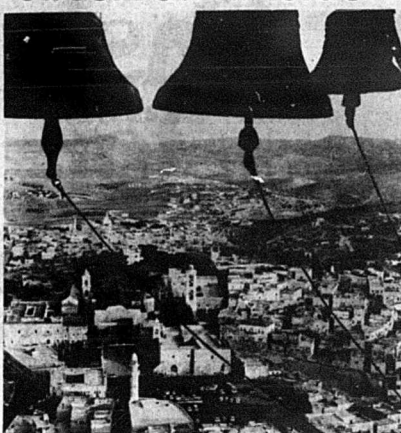
The majority of Christians in the Jerusalem region comprise three major religious sects — Greek Orthodox, Roman Catholic and Armenian — each of which celebrates Christmas in its own way.

Today there are 50,000 Palestinians residing in Bethlehem, half of whom are Greek Orthodox Christians. Towering above the town is the massive Church of the Nativity, which many believe was built over the site of the Savior's birth some 800 years ago.

On Christmas Eve Bethlehem takes on a festive air fitting of a town of such religious significance. Religious groups flock to the Church of the Nativity for church services. Inside the church, ancient lanterns, icons and ornaments shimmer in preparation for one of the year's biggest ceremonies.

The Roman Catholic Mass is held on Dec. 24, while Armenians and Greek Orthodox Christians wait two weeks till Jan. 6. "I saw Hava Marble, promotion manager for the Jerusalem Center program.

Up to 50,000 people crowd into Manger Square in Bethlehem, where a 30-foot Christmas tree adorns the parking lot. International choirs sing to the thousands of



The bells of Bethlehem chime Christmas night with peals of music that are broadcast around the world. Thousands of people come to the city each Christmas to visit where the Savior was born.

pilgrims gathered at the site of the first Christmas. "There are so many travelers trying to get into Bethlehem that you need a pass to get through all the security," said Aniseh Hanania, a graduate student from Jerusalem.

"Most of the celebrants are local Palestinians, but the town draws in a lot of followers from around the world," said Marble.

In addition to the area's three most prominent religious services, there are several others. Protestants hold an open-air service about one mile from Bethlehem in an olive grove thought to be the field where the shepherds first witnessed the star shining on Jesus' manger. On Christmas Eve, The Church of Jesus Christ of Latter-day Saints holds an outdoor fire-side service in Shepherd's Field, located in the hills overlooking Bethlehem. "A similar service is repeated on April 6," said

Abunuwara.

"The feeling of Christmas is not as widespread in Jerusalem as it is in this country," said Hanania. "It is not nearly as commercialized, and because of the heavy Jewish influence, decorations are only in the homes of Christians."

Hanania, who is a descendant of one of the 10 oldest families in Jerusalem, follows a long line of Greek Orthodox tradition. "My family eats a Christmas dinner consisting of Arabic food such as chicken, turkey, lamb, rice, salad, vegetables and various sweets. Gifts are exchanged much the same as in Western cultures," she said.

"When I was growing up in Nazareth, I went to a Baptist school, because all of the schools are run by churches. Each year we would have Christmas plays at school, and I would have the chance to participate in one each year."

Balloons help CIA send out rebel manuals

WASHINGTON (AP)—The CIA used balloons to float some of its Nicaraguan rebel manuals into the leftist-ruled nation apparently in a bid to scare government leaders there, administration and congressional officials say. The manual contains advice on the "selective use of violence" to "neutralize" Nicaraguan officials, but the U.S. officials said the balloon drop was aimed at scaring the leftist government.

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## Brothers cash in on graffiti

LOS ANGELES (AP)—For most people, graffiti is a nuisance, but for Tim and Michael Sullivan the painted scrawls on walls and buildings spell money in the bank. They get paid for painting over it.

"It's a pretty good living," said Tim, 37, who co-owns Graffiti Removal with his brother Michael, 32. "It's been good to us because every city we get

into shape builds our reputation and earns us another city."

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Its customers, small municipalities in the Los Angeles area, find it cheaper to sue than city workers.

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# Christmas celebrations differ around the world

By JONETTE UDARBE  
Senior Reporter

Christmas is a worldwide celebration. While not everyone celebrates with Christmas trees, mistletoe and Santa Claus, most countries conduct some kind of festivities marking the event.

In Switzerland, Dec. 7 is a big day for the children. "We don't have stockings," said Corinne Baumann, of Switzerland. "Instead, children put out mountain climbing shoes, and Saint Nicholas fills these with fruit and nuts."

Christmas is celebrated on the evening of the 24th with the opening of gifts. "There are not as many gifts given but they are more personal," said Baumann. "Also, it is not Santa Claus who brings the gifts but the Christ Child. We picture the Christ Child as an angel who has been living with Christ."

Christmas trees glow in Swiss homes, but candles are used instead of lights.

As American families are feasting on turkey or ham, families in Switzerland are also eating foods prepared especially for the holiday season. "The Christmas food is tongue and sauerkraut," said Baumann.

Half way around the world, people in the Far East celebrate Christmas in an American fashion. "Hong Kong has become a westernized society," said Richard Kwok, a BYU student from Hong Kong. "We have Christmas trees, gifts and carvers. The kids

also have stockings and believe in Santa Claus."

A major difference Kwok noted is the food eaten on Christmas day. "We don't eat turkey, but we eat our regular food."

Byrne Richards, of Japan, said Christmas is the same as America commercially but not religiously. "With the majority being Buddhist or Shinto, Christmas is not really celebrated, and it is not a national holiday. The children go to school on the 24th, and the winter holiday starts on the 25th."

In Latin America Christmas activities begin at midnight. Caroline Endira, of Ecuador, said everyone eats around midnight, attends a church service, opens gifts and then goes to bed.

The traditions of Christmas trees, lights and Santa Claus, known as "Papa Noel," are celebrated in Ecuador, but Endira said there are no stockings.

"We used to carve little figures of the stable—Mary, Joseph and Jesus out of wood," reminisced Francisco Imputra, of Venezuela. He also said the young people used to go roller skating on the streets during Christmas.

Different from American customs are the food and songs. "We eat 'hallacas' on Christmas which is made with cornflower, chicken and pork. We also like to sing special Christmas songs that are different from those here."

In Oberndorf, Austria, people

gather around the Silent Night Chapel in commemoration of the song "Silent Night," which was first played on Dec. 24, 1818.

Another German tradition is the firing of pistols to scare away the evil spirits. "The men dress up in traditional costumes, and they use guns handed down to them by their fathers," said Debbie Smith, of Germany. "I remember hearing the gun shots go off."

For the majority of South Africans, Christmas is a lightly celebrated event. "They don't have Christmas trees. Instead, they might have a branch hanging down from the ceiling," said Scott Smith.

# Christmas cards a status symbol

By JOE MARDESICH  
Universe Staff Writer

The sending of Christmas cards is not just a friendly tradition but has to do with social status, according to a BYU professor.

During the Christmas season of 1974, Phillip Kunz, a sociology professor, received over 100 Christmas cards from people he had never met. Ten years later, he still receives cards from some of them.

The original cards were sent as a result of a project in which he studied Christmas card sending. Kunz sent 600 cards to people he randomly selected from the Folk Directory. He chose half the people from Omaha, Neb., and the other half from Watertown, S.D., for his study.

Kunz sent three different kinds of

cards to measure the effect of their quality. There were nice, moderately expensive cards, "medium rate" cards and "racy" cards. Half the cards were sent to "blue-collar" workers, and half to "white-collar" workers. Kunz signed half of each of the three types of cards: "Dr. and Mrs. Phillip Kunz," and half were signed "Phil, Joyce, Jay, Jennifer, Jody, Jonathan and Jana."

"More blue collar than white collar workers responded, and more people living in rural areas than urban areas sent cards," Kunz said. More people who received nice cards responded, and those who were sent cards signed as "Dr. Kunz" also responded more often.

"High status on the part of the sender increased the response rate to a very significant degree, especially for

the blue-collar receivers," he said. "One-third of the returns were cards, with just a signature," Kunz said. "Half of those who responded acted like they knew me."

Kunz said it is unusual that the respondents didn't make an inquiry about the identity of the sender. He said they may have been unwilling to make an inquiry. "Perhaps they assumed that they had once known the sender but must have forgotten him and chose to let the relationship remain so."

The record for length was a hand written letter of four pages, Kunz said. It closed with, "It has been a long four years since we saw you."

He also received a letter saying how happy the recipient family was to renew their old friendship and that they were traveling west on vacation.

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## Ogden firms fined for violations

SALT LAKE CITY (AP) — Two Ogden firms and one in Davis County have been fined by the State Attorney General's Office for alleged violations of state hazardous waste laws.

Flamenco engineering and Jetway Division of the Abex Corp., both of Ogden, and Valley Paint Manufacturing Co., Woods Cross, were fined for allegedly storing toxic solvents longer than the 90-day state limit.

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## Symbols mark holidays

# Traditions give meaning

By JONETTE UDARBE  
Senior Reporter

The Savior's birth stands unparalleled to any other event at Christmas time. But entwined with the commemoration of this sacred event are lighted trees, glittering decorations, carols, holly and Santa Claus.

These symbols have become an important part of the celebration we call Christmas today, young and old participate in the traditional merrymaking and festivities of ancient days.

The celebration of Christmas is one of the most important dates in the Christian year as it marks the anniversary of the birth of Jesus Christ.

Christmas eve was traditionally known in Roman and Anglican churches as the "Vigil of Our Blessed Lord Jesus." It was a time of welcoming in Christmas. Carols, originally sung by night watchmen, were sung that night and candles were placed in windows.

The day was not originally celebrated because Christian churches condemned birthdays as a heathen custom. During the Puritan era in England, Christmas was forbidden for a time. In 1644 a law ordered stores to open their doors on the 25th, and it became a "market day."

In Massachusetts, a law was passed in 1659 that made it a penal offense to observe Christmas. Both laws were later repealed. However, it took years to recognize Christmas celebrations again.

In foreign lands, Christmas was celebrated in the fifth and sixth centuries. In Bethlehem, Constantine built a church on the birthplace site. Known as the Church of the Nativity, it was destroyed and later rebuilt. Various congregations held services and ceremonies reliving Christ's birth each year in the church.

The worldwide belief in Santa Claus, originally known as St. Nicholas, has survived from German legends.

The story is told how St. Nicholas first gave gifts to three maidens who had no suitors because their father could not provide a dowry for them. Late one evening he filled three bags of gold and tossed them into the young women's rooms. His gifts made three happy marriages. Thereafter, secret presents were attributed to St. Nicholas.

The legendary belief that Santa Claus comes down a chimney originated from the Norsemen. It is written in their legend



Among the traditions of Christmas, the displaying of the nativity scene is accepted and acknowledged by Christians the world over. Christmas eve was traditionally known in the Roman and Anglican churches as the "Vigil of Our Blessed Lord Jesus."

that the goddess Hertha appeared in fireplaces during the winter solstice and brought good tidings.

Flying reindeer, a sleigh for gifts and sleigh bells were created by Dr. Clement Clarke Moore, a professor in the General Theological Seminary, in New York in 1822. He put the Norsemen tradition to rhyme and created the present Santa figure in the famous poem, "The Visit of St. Nicholas" (more famous as "The Night Before Christmas").

With the belief in Santa Claus came the questioning of his reality also. In 1857, a little girl called Virginia wrote to the New York Sun asking whether a Santa Claus existed. Their reply has become as famous as Moore's poem. In his article the editor said: "Yes, Virginia, there is a Santa Claus. Nobody sees Santa Claus, but that is no sign that there is no Santa Claus. The most real things in the world are those that neither children nor men can see."

The first Christmas tree was set up in England in 1846 by Princess Helena, of Mecklenburg. American cities did not adopt the Christmas tree tradition until 1869 when California residents decorated a large evergreen on Mount Wilson.

Sending Christmas cards to friends and relatives is an English custom. In 1846, Sir Henry Cole suggested the idea to a London artist who had sold a thousand copies of a drawing that year. Christmas cards did not become popular until 18 years later when the King and Queen of England employed artists to paint their pictures, which were reproduced and sent to various friends and dignitaries.

The United States recognized this tradition with the introduction of cards by the Marcus Ward & Company of London in 1870. Ten years later, a Boston company competed for the Christmas card business, and the trade was established.

## Japanese agree to cut steel exports

Japanese steelmakers said Thursday they would reluctantly abide by an agreement cutting their exports to the United States, although the top U.S. trade official said no final agreement had yet been reached.

A House panel was told, meanwhile, that the United States has been "out-organized, out-financed and out-manuevered" by trade competitors, and that greater cooperation is needed among federal, state and local governments to promote exports.

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## Utilities plan \$84 million for cleanup

WASHINGTON (AP) — Pennsylvania and New Jersey utilities plan to contribute up to \$84 million to the Three Mile Island cleanup in the next six years, using money already scheduled for research and at no additional cost to customers.

An Associated Press story on Thursday did not make clear that the contributions would come from dues already scheduled to be paid to an industry research institute and would not involve added costs to customers.

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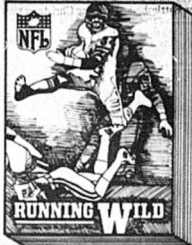
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# Yes Virginia, the North Pole and Santa Claus are for real

By LISA REESE  
Universe Staff Writer

During the Christmas season at the North Pole, Santa busily answers letters and checks the supply of his storehouse while temperatures outside sink to 60 below zero.

Christmas time for North Pole, Alaska, is just like any other festive holiday around the world with the exception that The Santa Claus House is in the North Pole.

The town of North Pole, Alaska is 1,750 miles south of the real North Pole and 15 miles north of the city of Fairbanks.

It has approximately 1,500 residents, one high school, one skating rink, one grocery store, one bank and two bars.

According to Associated Press writer David Foster, North Pole, Alaska, received its name when an old-time Alaskan, Ben Davis, was robbed by Fairbanks' men for homesteading on low-lying lands where winter temperatures usually were 10 degrees colder than in Fairbanks.

"They'd kid him about coming in from the North Pole," said Con Miller, alias Santa Claus of North Pole.

Con Miller, owner of The SSANT Claus House, receives over 300,000 letters a year, addressed to St. Nick, Santa, or Santa Claus at the North Pole.

The letters, according to AP, report a child's behavior over the past year and lists wishes for gifts hoping to be received from Santa Claus.

Seventy-one-year-old Santa Claus, alias Con Miller, started his Santa Claus House in 1922.

It has 7,000 square feet of toys, music boxes, Christmas tree ornaments, Santa-claus, carved igloos and yuletide knick-knacks of all kinds.

It's a big tourist attraction, said Lori Ducharme, a sophomore from North Pole, Alaska, majoring in accounting.

Tourists come all year round to see Santa Claus' house at the North Pole.

"North Pole is like any small community. It's a friendly and beautiful area," Ducharme said.

She said the town as a whole resembles the typical image of the North Pole, with Santa's Sleds landrover and Elf's Den down Snowman Lane.

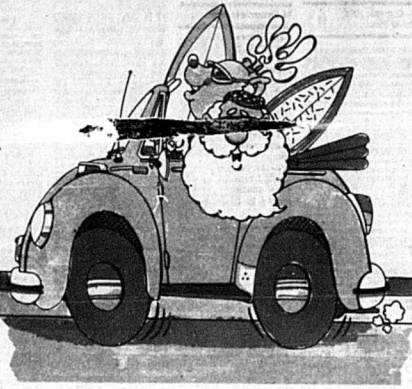
The town itself is wooded heavily, and moose wander everywhere.

Ducharme said most people that live in North Pole moved there because of the military.

Ensign Air Force Base, the farthest north Air Force Base in the United States, is only six miles away from North Pole.

Winter activities include cross country skiing, snowmobiling, dog-sled racing and activities that support the local high school, she said.

The entertainment in North Pole really



Universe art, drawing by Brian Anderson

When the North Pole gets too cold for Santa and his reindeer, they just load up their bug end head for California to hit sun and surf.

doesn't include a lot of commercial things; it centers around family activities which are usually outdoors.

The snow usually comes in the beginning of September, she said, with fall temperatures dropping sometimes to 10 and 20 below zero.

Midwinter temperatures range from 20 below zero to 60 and 70 below zero with spring temperatures reaching 10 below zero up to zero.

Ducharme said North Pole doesn't usually get a lot of snow: "It's usually too cold for it to snow."

The famous northern lights are spectacular, she said. "There's nothing else like them. They are streams of colored light in the sky that dance and move."

North Pole is a perfect setting for the home of the memorable Santa Claus.

"The town itself is so homey and Christ-mas because of the snow covered ever-green trees and the peaceful friendly atmosphere. If the businesses tried to play it up more commercially, the effect would be ruined," Ducharme said.

As reported by AP: "North Pole was a perfect place for Santa to hang his fur-lined cap up. The tourists have loved it."

Having undergone several renovations and one move to new quarters when the state re-routed the highway, The Santa Claus House has prospered.

When autumn's chill sends the summer tourists south, Miller and his employees start preparing for the pre-Christmas rush of letters to Santa.

"There are millions of letters written to Santa each year across the world," said Miller. "Many go no further than the Santa mailbox in a child's hometown and are answered by local community groups. Others go to 'North Poles' in New York, Colorado and California — tourist attractions that sell their own Santa letters."

But, it's fun, says Miller. "Some letters are heart-breakers, but then a lot of them are what made me glad I got in the business."

For example, "My favorite was from a small boy in the Philippines," he said.

"He wanted a Mickey Mouse wrist-watch, and he wrote that his daddy had told him I would have to take my sleigh through Hong Kong to get to the Philippines. He wanted me to know that I could pick up a watch cheaper in Hong Kong than anywhere else."

## Modern toys lose fun, imagination

BUFFALO, N.Y. (AP) — Much of the fun has gone out of today's toys because they have lost their fairy tale aspect and leave little room for imagination, according to a longtime toy designer.

"My grandchildren may be a lot smarter than my children were, but with all the pressures to be advanced, toys have become almost too realistic and complicated, and somehow they've lost a lot of the fun along the way," says Ralph Crawford, 71, a consultant for antique toy exhibits.

Crawford, now retired, was a designer for more than 30 years with Fisher-Price Toys in a suburb of Buffalo. He still does toy restoration work on his own.

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## Some toys help visual skills

Pogo sticks, balls with handles, checkers and the board game Battleships are among Christmas toys that can develop a child's visual skills.

"There are many toys and games available that offer amusement and recreation and at the same time enhance several kinds of visual skills," says a representative of the American Optical Association.

"Children are clumsy or constantly bumping into things, it may be that their eyes don't lead their bodies properly, representing a flaw in general

movement skill — a child's ability to move his or her body through space using the eyes as a guiding mechanism for the whole body."

"A pogo stick will help a child of 8 with general movement skills," says the spokesman. "Another game for children of all ages is a large, inflatable ball that hops up and down."

"The board game Battleships — which requires everyone playing to get into the act and call out ships and mark down where boats are sunk — can help the player's visualization skills," he says.

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The Kemper Scholars Program has two main elements:

The first element provides undergraduate financial aid. The Kemper Scholars Program is a need based program. Scholars receive a scholarship of up to a maximum of \$3,000 per academic year based upon financial need.

The second element provides educationally relevant summer work experience in a large corporation for undergraduates oriented toward a career in business. To help students understand the relationship between their academic experiences and the practical world of business, the Kemper Foundation arranges a three summer work experience in Kemper Group offices in the United States during each undergraduate summer. Please note the Kemper Scholars have no legal or moral obligation to work in the insurance industry after graduation. The Foundation believes that any student aiming toward a career in the business community will find the program of significant educational value. Kemper Scholars are expected to participate in the summer work experience for three years because the Foundation believes that the value of the programs derived from the combination of financial aid and summer experiences is essential if the total experience is to be a positive one.

The Foundation does not believe these elements are of equal value. Undergraduate financial aid is available from many sources. The opportunity for three summers of carefully considered work experience in a business is rare. For this reason, great weight is given to the relevance of the summer work program to each applicant. Also for this reason, the Foundation will require that individuals selected as Kemper Scholars explicitly indicate, at the time of their selection, whether they are prepared to make a full commitment to both the financial aid and summer work elements of the program. Freshmen are encouraged to apply. Scholarships can be deferred by Freshmen called on missions, but the three summer commitment must be met.

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# Christmas increases business

Opinions differ on the commercial aspect of the season

By JONETTE URBAR  
Senior Reporter

From the time Macy's windows light up after the Thanksgiving day parade, stores throughout the nation open their doors for the Christmas season.

For most businesses, the holiday season marks a profitable time period, and business owners hum a merry tune as they watch an increase in the cash flow.

For consumers, the four-week buying season is a time of sales, crowds, numerous Santa apparatus and muffled Christmas music over the intercom.

Many retailers attribute the increased business to the tradition of gift giving at Christmas time. Some consumers, however, view the increased advertising, anxious sales pitches and demonstrations as commercial exploitation of Christmas.

Despite the concern of over-commercialization, the facts are as stands — consumers buy more during this season, advertising is heightened in an attempt to meet consumers needs and draw them away from the competition, and business profits increase substantially. Year after year the cycle continues.

Retailers begin preparing for the Christmas season months in advance. Managers plan advertising campaigns, order and stock extra merchandise, hire part-time help, and rearrange shelves in an effort to make their Christmas season most profitable.

"We plan for Christmas all year," said Bob Reita, manager of Stokes Brothers. "We start training in October because our product line requires employee expertise to educate the consumer."

Hiring extra staff is also a part of holiday business preparation. "We have employed about 150 people with at least 45 of those as part-time gift-wrappers," said Heber Lloyd, manager of ZCMI. The University Mall hires extra security staff as do most stores and increases their public services personnel. Parking is also planned for. "We have become accustomed to the crowds and anticipate the problems," said University Mall manager C. Robert Kallaf.

Advertising is a big part of the Christmas scene. Additional catalogues, brochures and flyers fight for media attention. "We really peak our merchandising this time of the year," said Lloyd.

Likewise, store advertising, displays and decorations are planned to attract shoppers attention and greet them with a cheery scene. The mall employs their full-time staff to do the decorating. Kallaf said they start early enough to have it completed by the Thanksgiving weekend.

Lloyd said ZCMI tries to do as little as possible before Thanksgiving, but all advertising and decorating are culminated Thanksgiving weekend.

Extending shopping hours is also a business tradition at Christmas time. This not only accommodates shoppers, but increases business profits. Kallaf said this service is for those who are normally engaged in shopping, such as husbands. It is also a great benefit for retailers.

"There are always complaints about the extra hours from store employees, but the owners don't complain because of the increased business," Kallaf said.

Lloyd said the extension of hours is "absolutely profitable. It's hard on the employees, and we're sorry, but they are on commission and make up for this problem."

With the combination of increased advertising and promotions and hungry shoppers, it is no wonder businesses note a substantial profit increase. Kallaf said nationwide, most stores receive one-fourth to one-third of their annual sales during December. Lloyd confirmed this, reporting his store receives approximately one-fourth of its sales between Thanksgiving and Christmas.

Likewise, Mrs. Fields cookies sales go up 50 percent during the holiday. "During the Christmas season we do between \$1,200 to \$1,500 a day where normally our sales range between \$600 and \$700," said Kim Harwell, manager of Mrs. Fields in University Mall.

Most retailers do not view the season as a time to exploit Christmas by their increased business activities. Their goal is to please the consumer and help make their shopping experience a pleasant one.

Many retailers add a fair of Christmas spirit by setting up Christmas trees, decorating their stores in bright colors and displaying Christmas scenes. They also add extra attractions such as puppet shows, musical performances and Santa Claus appearances.

Employees are also encouraged to reflect the Christmas spirit in their actions. Managers encourage them to be warm and courteous despite long hours, tired shoppers and increased demands.

In viewing Christmas commercialism, Kallaf said he thinks most retailers are able to segregate the commercial side from the true meaning of



Shoppers spend the majority of the last weeks before Christmas hunting for that perfect gift. Store managers usually plan advertising campaigns in an effort to make the Christmas season their most profitable.

Christmas.

He breaks Christmas down into two divisions. The Christmas attitude of giving goes along with the religious aspect of it," he said. "The pump and pagantry of Santa are the fun things that support the season."

"Almost everyone accepts the giving of gifts as a tradition. Obviously, to give gifts one has to buy them. Retailers do what they can to make sure the public knows they have the goods and services they need," Kallaf said.

"We see a lot of people buying gifts with love and concern. I think it is the last minute buyers that fall into the category of commercialism," said Lloyd. "They tend to be in a hurry and shop at the last minute, and as a result they get short-tempered. Starting a little early isn't as serious as we might think. Those who start early have the least amount of trouble, and Christmas is viewed as a fun time of the year."

Reita believes Christmas has become too commercialized but said it "goes back to the 40-50 percent business increase." Retailers have not necessarily made it commercialized, shoppers have because of the added business they bring.

BYU Communications professor Emerald Jerome said it is an age-old problem as to whether retailers have been capitalizing and commercializing on Christmas or whether the merchant creates the commercialized environment through increased buying. "It's the chicken and the egg theory," he said.

Frederick Langrehr, business management professor, said "Business is business. It is not an intentional effort to cheapen Christmas. This time of year provides a systematic fashion of buying gifts because of the gift-giving tradition."

In view of commercial exploitation of Christmas through pre-Christmas activities, Jerome said most merchants prefer to start after Thanksgiving, but it is a system of ethics that guides them. "It takes a high level of ethics not to prolong Christmas" by starting too early, he said. "Most high standing merchants do not promote until Thanksgiving."

Cliff Otis, manager of the Flower Shoppe and father of three children, said there is too much emphasis on material things rather than spiritual things. "We tell the kids there is a Santa Claus, and he is the spirit of giving. In a free society you have to exercise self-discipline. You can't pass laws to regulate (Christmas) advertising."

In order to make Christmas a truly Christian holiday, Jerome said a united effort would need to be made on behalf of all Christians to move the celebration of Christ's birth to the proper time of year, what is the spring.

"We could celebrate the 25th as gift giving based on Saint Nicholas' Christ's birth, death and resurrection could then be celebrated without the commercialism, he said. "We could celebrate gift giving to the Lord."

Without such measures, "we will never end the commercialism of Christmas. We cannot blame others. We are all part of the same problem, and we can be part of the same solution," said Jerome.

Robot use on the rise  
WASHINGTON (AP) — Production of industrial robots jumped sharply in the United States this year, industry leaders said Thursday.

Japan continues to maintain a wide lead in using robots in business, but the United States is making progress and has better technology.

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SALT LAKE CITY (AP) — The state's seasonally adjusted unemployment rate remained at 6.3 percent in November, unchanged from jobs figures for October, says the Utah Job Service.

Unemployment has remained around the November levels since July, although it was significantly better than the 7.7 percent rate reported in November, 1983.

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